

MINUTES

REGULAR MEETING OF CITY OF ALAMEDA AMERICA'S CUP COMMITTEE THURSDAY, AUGUST 4, 2011 6:00 PM

1. CALL TO ORDER

The meeting commenced at 6:00 p.m.

Present: Chair Chris Seiwald, Jack Boeger, Leslie Cameron, Dave Bloch, Kathie Woulfe, Jim Oddie, John Platt, Kame Richards

Absent: David Lee, Brad Shook, David Forbes,

Staff: Eric Fonstein

Public: Deborah Wright, Mayor Marie Gilmore, Vice Mayor Rob Bonta

2. ORAL COMMUNICATIONS – PUBLIC

Deborah Wright expressed interest in joining the Committee. She also circulated a flyer for the "Pirates in Paradise," a fun-raising event for the Alameda Education Foundation on Sunday, October 16, 10:00 a.m. to 5:00 p.m, on the waterfront at Mariner Square.

3. NEW BUSINESS

3.a. Remarks by Mayor Gilmore

Mayor Gilmore offered her services and support to the committee, mentioning that she will attend as many meetings as possible. She said that she and Vice Mayor Bonta can act as liaisons to the City Council.

3.b Establish Committee Membership

Mayor Gilmore suggested that committee membership be small for management purposes, such as the ability to have a quorum. The Committee can create subcommittees or working groups to provide opportunities for additional people to be involved.

It was decided that the eleven core members of the existing independent AC34 Community Committee will form the membership of this Committee:

Dave Bloch
Leslie Cameron
Jack Boeger
David Forbes
David Lee
Jim Oddie
John Platt
Kame Richards
Chris Seiwald, Chair
Brad Shook
Kathie Woulfe

The Committee invited Ms. Wright and Kyle Conner to future meetings with the possibility for them to officially join the committee at a later date.

Committee Chair Seiwald will e-mail the committee membership list to Mr. Fonstein.

The Committee decided to meet regularly on the first Thursday of every month, from 6:00 to 8:00 p.m.

3.c Presentation by the City Attorney's Office regarding the Ralph M. Brown Act

Farimah Faiz, Assistant City Attorney, was unable to attend the meeting. This item was tabled for the next meeting. The Committee discussed some additional items for clarification from the City Attorney's office, including the process to officially expand the membership of the Committee and how to circulate draft documents among Committee members.

Mr. Oddie and Mr. Fonstein agreed to share taking minutes. Mr. Fonstein will look into having the minutes, agendas, Committee documents posted on the City's website.

3.d Discussion regarding scenarios

Mr. Seiwald reviewed the planned scope of work for the Committee:

1. Committee members to draft "scenarios," narratives that illustrate how the City of Alameda may be involved in the America's Cup, incorporating many of the Committee's brainstorming ideas. These stories can be weaved into a public vision.
2. The goal is to have a collection of scenarios by next month and identify commonalities.
3. The Committee will then create a work plan to turn the vision into reality, identifying specific work products that need to be achieved.

Some of the scenarios discussed:

- Siting and housing syndicate teams in Alameda. Mr. Richards agreed to draft the scenario. Mr. Fonstein mentioned that the City is putting together an inventory of possible properties that may be available at Alameda Point to present to the Navy for pre-approval use during the America's Cup. The City's intent is to create a marketing brochure by this Fall. Mr. Richards and Ms. Cameron will research and give syndicate space requirements to Mr. Fonstein.
- Alameda businesses offering special discount services. Mr. Boeger will draft paragraph on special package deals.
- Directories to give crews on boats being repaired at Bay Ship & Yacht. Ms. Cameron will write scenario, including popular local hot spots, multiple summer street fairs and weekend events.
- Mr. Bloch suggested that there needs to be a scenario that addresses people how live here. Mr. Seiwald will draft scenario covering family bike rides to visit/tour mega yachts docked in Alameda.
- Mr. Platt will write narrative covering why Walnut Creek residents would drive to Alameda instead of Emeryville to board a ferry boat and why one would want to drive to Treasure Island to view the races.
- Mr. Seiwald will draft a scenario about the USS Hornet.

Committee also discussed having the America's Cup be the theme for 2012 Fourth of July Parade, which would help promote Alameda the year leading up to the events.

The Committee decided to have a special meeting, Thursday August 18, to keep momentum on drafting the scenarios.

4. WRITTEN COMMUNICATIONS

No written communications.

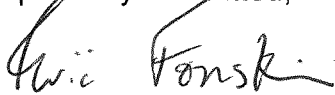
5. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

The Committee discussed the possibility of making a presentation to the Boat Show. Mr. Platt will find out more information.

6. ADJOURNMENT

The meeting concluded at 7:48 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Eric Fonstein". The signature is written in a cursive, flowing style.

Eric Fonstein